

## COFFEE AND A BOUQUET?

1-800-Flowers covers Manhattan in cups

By Beth Negus

1-800-Flowers is hoping a new promotion for Secretaries' Week will generate more than a cupful of orders in Manhattan.

Over a million paper coffee cups bearing the 1-800-Flowers logo were distributed throughout New York City from April 10 through today, the beginning of Secretaries' Week, said Katherine Legatos, marketing associate.

The cups — bearing the slogan "Receive 10 percent off any Secretaries' Week purchase (of \$29.99 or more) when you mention this cup" — are being distributed in coffee shops, delis and via street vendors in midtown Manhattan, the Wall Street area and near the company's retail store at 22nd St. and Second Ave.

Distribution of the cups is being handled by a New York-based agency called Promocup.

"Promocup has the capacity to distribute the cups all over the Northeast, but Secretaries' Week in Manhattan seemed like the perfect test," said Legatos. "This is a great advertising medium."

She said the company hadn't made any projections on the results of the test, but would expand the program to other areas next year if it is a success. Response will be tracked by the number of calls received by telemarketing representatives, who will ask customers where they heard about the service.

In the week leading up to Secretaries' Week, 1-800-Flowers receives about 200,000 calls, as well as 50,000 calls on April 26, which is Professional Secretaries' Day. The average order is \$30 to \$35.

In comparison, 1-800-Flowers receives 500,000 calls during the Valentine's Day period, the company's second biggest holiday after Mother's Day.

